

### **REMARKS/ARGUMENTS**

In response to the Examiner's final Office Action of August 1, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

#### ***Regarding Amendment***

In the Amendment:

independent claim 1 is amended to clarify that the print media feed means contacts print media unrolled from the roll of print media and the roller contacts print media rolled on the roll of print media, such that the print media is fed through the printer by operation of the roller on the rolled print media and operation of the print media feed means on the unrolled print media via the coupling to the drive means. Support for these amendments can be found at page 14, line 22-page 15, line 16 of the present specification; and

dependent claims 2, 4, 5, 9-13, 24 and 25 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

#### ***Regarding 35 USC 103(a) Rejections***

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 2, 4, 5, 9-13, 24 and 25 dependent therefrom, is not taught or suggested by Silverbrook (US 2002/0033854) in view of Silverbrook et al. (US 2002/0183088) and/or Silverbrook '555 and '908, for at least the following reasons.

Independent claim 1 has been amended to clarify that the print media feed means contacts print media unrolled from the roll of print media whilst the roller contacts print media rolled on the roll of print media, as is described at page 14, line 22-page 15, line 16 of the present specification.

On the other hand, in the arrangement of Fig. 164B of Silverbrook '854 cited by the Examiner, both the roller 1128 and the rollers 1130 contact print media which is unrolled from the roll of print media. Accordingly, the arrangement disclosed by Silverbrook '854 (and Silverbrook '088, '555 and '908) is clearly different than the arrangement of the claimed invention.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:



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